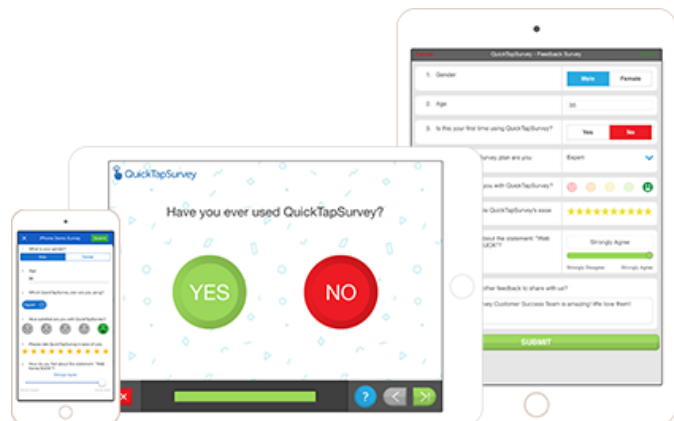


# QuickTapSurvey

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- Create beautiful surveys and forms in minutes!
- App that lets you capture data anywhere, even offline
- Turn an iPad or tablet into a data collection kiosk
- Make data collection easy, fast and engaging
- Generates reports that can be exported to popular analysis tools



1. Could we do this in a library setting? What could that look like?

2. What concerns would you have?

Any other observations?

Was this your group's favourite trend or least favourite trend? Why?

# Heat Mapping

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- Cameras equipped with heat mapping software to track traffic patterns in brick and mortar stores
- Uses security camera images to illustrate a building's hot and dead zones
- Can also use beacons, ceiling sensors, weight sensors and other technologies to refine the detail in a heat map
- Red areas indicate heavy traffic locations, while green spots show areas that are less used
- Understand where people congregate and linger

<http://www.retailwire.com/discussion/could-heat-mapping-be-an-equalizer-for-brick-mortar/>

1. Could we do this in a library setting? What could that look like?

2. What concerns would you have?

Any other observations?

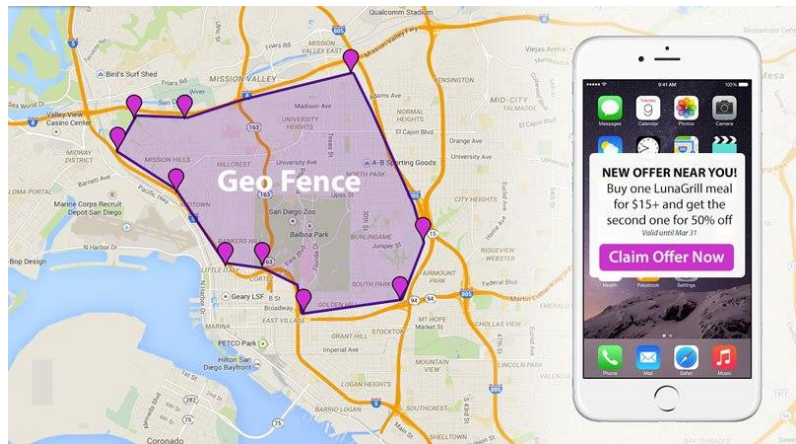
Was this your group's favourite trend or least favourite trend? Why?

# Location-based marketing

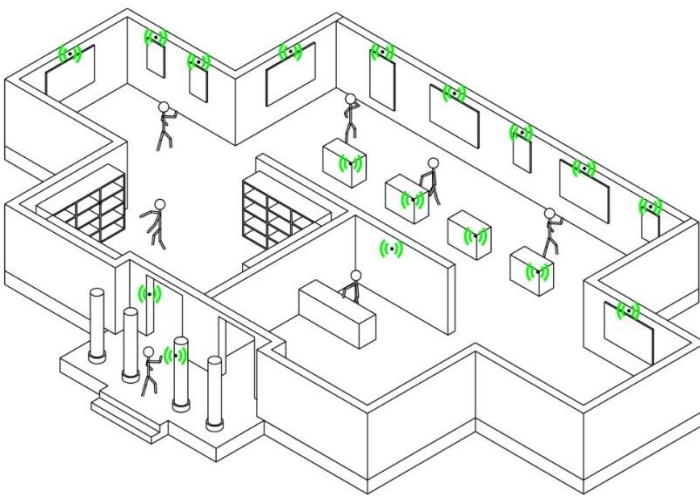
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- Trigger to send communication to user devices when moving in or out of a 'fenced area', or when they are in close proximity to a beacon
- Relies on GPS, Wi-Fi, and/or Bluetooth technologies

**Geofencing – targets devices within a 'fenced' area**



**Beacons – targets devices in close proximity to the beacon**



<https://www.appboy.com/blog/geofencing-geo-targeting-beaconing-when-to-use/>

1. Could we do this in a library setting? What could that look like?

2. What concerns would you have?

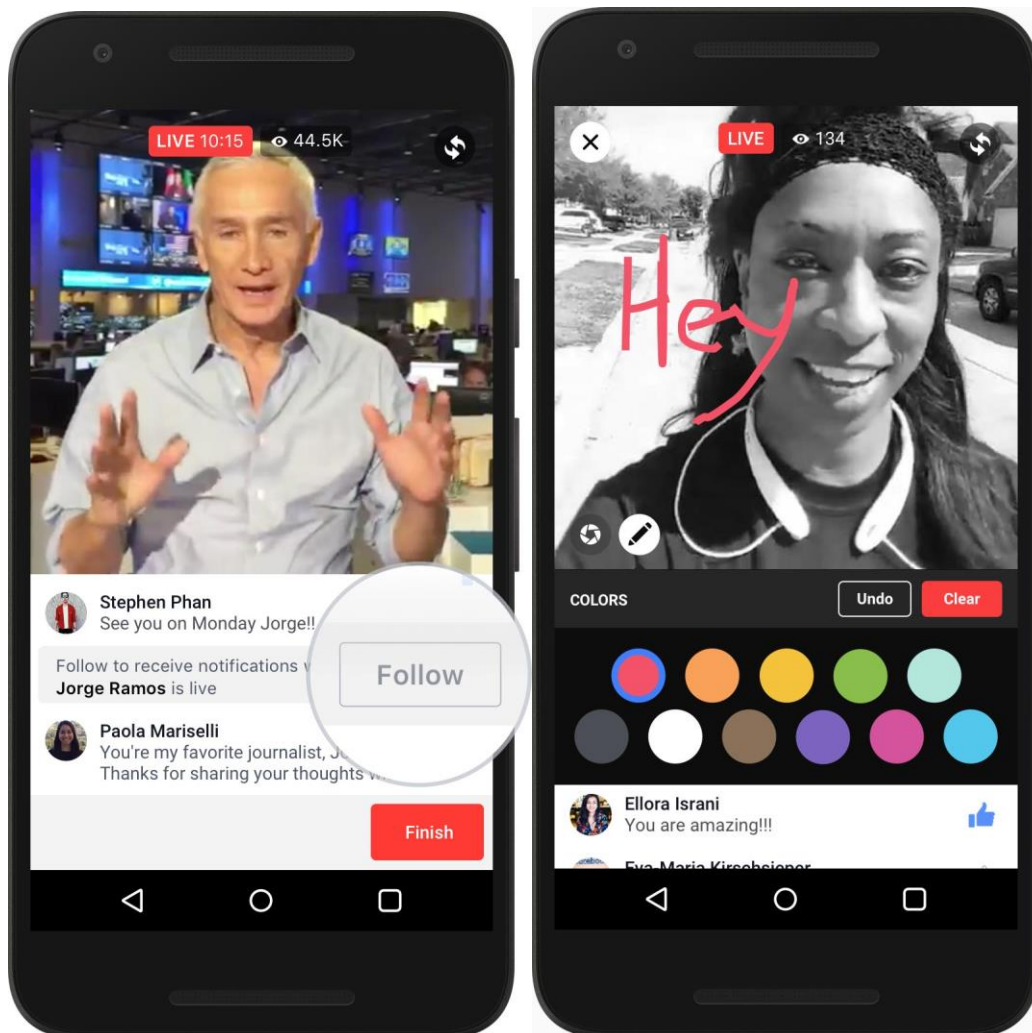
Any other observations?

Was this your group's favourite trend or least favourite trend? Why?

# Facebook Live

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- Available through iOS and Android Facebook apps
- Use to broadcast a live video feed to the public or to selected users
- Can save to timeline or delete once the broadcast is finished
- Engage with viewers – respond to comments in real-time.



<https://live.fb.com/about/>

1. Could we do this in a library setting? What could that look like?

2. What concerns would you have?

Any other observations?

Was this your group's favourite trend or least favourite trend? Why?



# Amazon Go

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- Use the Amazon Go app to enter the brick and mortar retail location
- The “Just Walk Out” technology keeps track of the products you pick up during your visit to the store.
- No check out required: simply walk out of the store and the app will charge you for the items you picked up!
- Currently in beta- open to the public in early 2017!



<https://www.amazon.com/b?node=16008589011>

1. Could we do this in a library setting? What could that look like?

2. What concerns would you have?

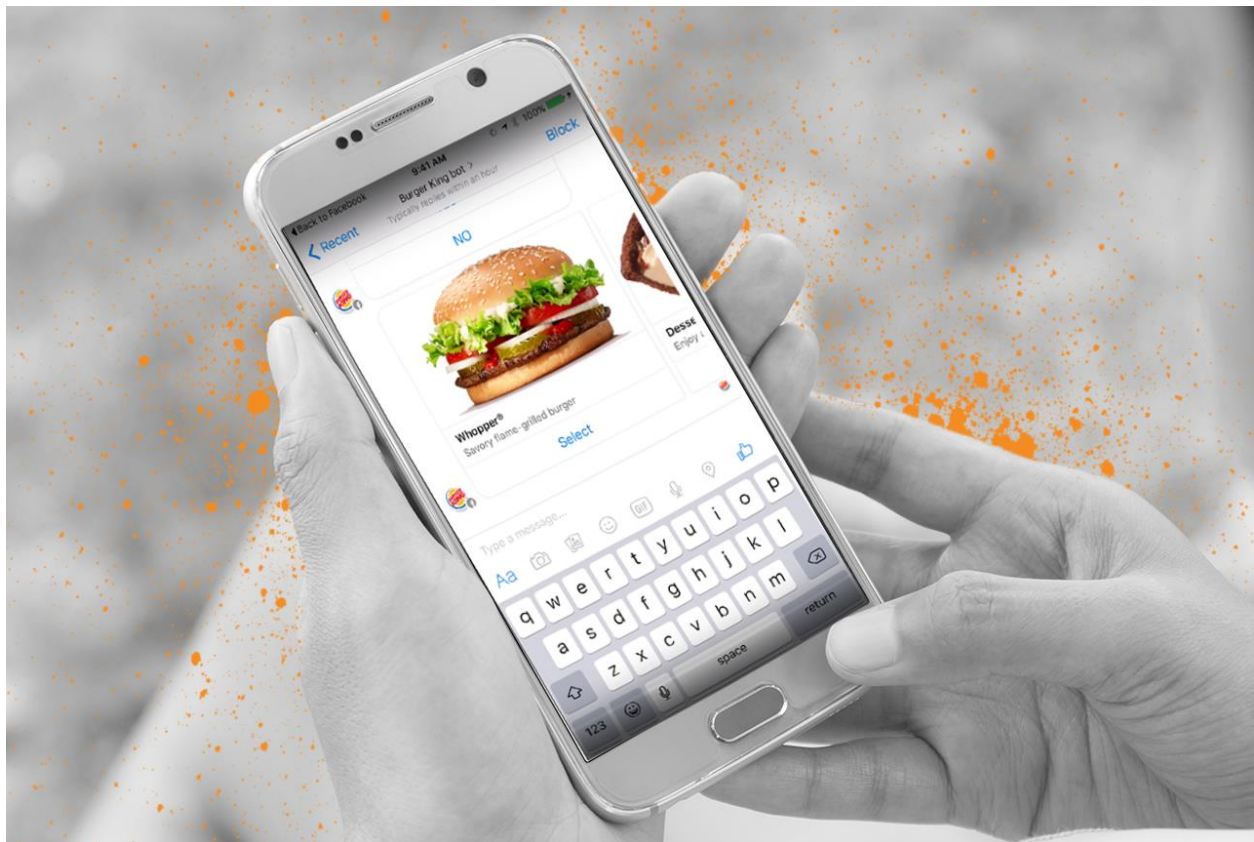
Any other observations?

Was this your group's favourite trend or least favourite trend? Why?

# Burger King Chatbots

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- Chat application that is integrated into Facebook Messenger, so you can order Burger King right from FB Messenger.
- Uses artificial intelligence and natural language processing to take your order.
- Scroll through menus to select your meal.
- Pick up at desired location.



<http://www.obsev.com/food/you-can-now-order-burger-king-through-facebook-messenger.html>

1. Could we do this in a library setting? What could that look like?

2. What concerns would you have?

Any other observations?

Was this your group's favourite trend or least favourite trend? Why?

# Starbucks Reward Program

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- Loyalty program “Stars” offered by Starbucks in app format
- Purchases add up to free beverages
- Pay for order from your phone
- Perks: free in store refills
- Omnichannel: integrates online, mobile experience with real life in person services



<https://www.starbucks.ca/promo/rewards>

1. Could we do this in a library setting? What could that look like?

2. What concerns would you have?

Any other observations?

Was this your group's favourite trend or least favourite trend? Why?

# Loblaws Click & Collect

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- Shop for your grocery list online.
- Place and edit orders up to 4 hours before your desired pick up time.
- Choose your Loblaws pick up location.
- You don't even have to get out of your car.

**CLICK&COLLECT**

## ONLINE SHOPPING. EASY PICKUP.

**SHOPPING FOR GROCERIES ONLINE IS AS EASY AS 1, 2, 3**

- 1  
SHOP  
ONLINE**  
Get the same prices and deals as you would in-store.
- 2  
WE'LL DO  
THE SHOPPING**  
Our shoppers pick the freshest produce for you and your family.
- 3  
PICK UP AT YOUR  
PREFERRED TIME**  
We'll load your order into your car at a store near you.

<https://www.loblaws.ca/aboutclickandcollect>

1. Could we do this in a library setting? What could that look like?

2. What concerns would you have?

Any other observations?

Was this your group's favourite trend or least favourite trend? Why?